



Mayor's Office
Kitty Piercy

NEWS RELEASE

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Oregon Country Fair Makes Bold Steps with "Green Ticket," Receives Mayor's Sustainability Award

The Oregon Country Fair is the recipient of Mayor Kitty Piercy's Bold Steps Toward Sustainability Award. The Fair continues its "Green Ticket" program for the second year and is also taking steps to reduce the number of cars that drive the 30-mile round-trip journey from Eugene by providing free shuttles.

The success of the "Green Ticket" program has even exceeded the expectations of its creators. Since tickets went on sale May 1, close to 50 percent of buyers have chosen to pay one extra dollar to support the Fair's carbon reduction efforts. The dollar will also help fund carbon-reducing Fair projects that will move the Fair closer to its goal of becoming climate neutral.

The Fair's biggest source of carbon emissions is created by private cars traveling to and from the event. To reduce these emissions, the Fair has partnered with LTD to provide shuttle bus service for workers, volunteers and visitors, and has created carpooling programs.

Mayor Kitty Piercy presented the award to OCF General Manager Leslie Scott on June 7, Bike Day at the Science Factory. "Working toward a waste-free fair, the OCF is a leader in environmental stewardship, with programs in place to reduce energy and waste, promote composting and the use of non-toxics and green building practices," the mayor noted.

"The Oregon Country Fair is an organization that is not only emblematic of Eugene and a great source of pride, but is one of the more forward-thinking institutions in the country, a genuine leader and innovator in social and environmental thinking and practices," added Piercy.

The Bold Step Award is granted to a Eugene business every other month that is using a triple bottom line approach by taking extra care in the way it treats its people and the planet, all while turning a profit.

More information about the 39th Annual Oregon Country Fair is available at www.oregoncountryfair.org.

About Bold Steps

The "Bold Steps Toward Sustainability" program honors Eugene businesses that make decisions based on the triple bottom line: taking extra care in how they treat people, and the planet, while supporting prosperity. One business is highlighted every two months. Previous winners include: Slocum Center for Orthopedics & Sports Medicine, Bike Friday, Organically Grown, Isler CPA, and EuroAsian Automotive/AutoHaus.

All Eugene businesses are eligible for the award. Nominations may be submitted at any time, and all nominations will be kept on file for future consideration. Nominations are accepted at www.kugn.com and www.starfm1023.com, or contact Kelly Hoell at kelly.hoell@goodcompany.com.

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